

CHP Packer

INTERNATIONAL

Cosmetics | Healthcare | Household | Pharmaceuticals

update

www.binstedgroup.com/chp

With regular updates throughout the year for the cosmetics, healthcare, household and pharmaceutical industries, CHP Packer prides itself on being the first with the most important news and events.

WHAT WE ARE LOOKING FOR...

News and developments for packaging, services and retail product launches in the cosmetic, healthcare, household and pharma industries.

Our features consist of: case studies, recent installation stories, product development, interviews, industry opinion etc.

The word count should ideally fall between 400 and 1200 words and accompanying images should be at least 300 dpi.

We would be delighted to receive your news for inclusion in CHP Packer.

Stories and editorial covering all types of packaging, machinery and product launches across the cosmetics, healthcare, household and pharma industries, including:

- Aerosol Filling
- Ancillary Components
- Blister Packaging
- Blowmoulding, Container Design & Innovation
- Capping & Closures
- Capsule & Tablet Production
- Checkweighing, Inspection Systems & Counting
- Cleanroom / Controlled Environments
- Coding & Marking
- Container/Closure Unscrambling & Feeding
- Containers & Dispensers
- Conveyors & Handling Plant
- Cosmetic Filling
- End of Line Packaging & Sealing
- Flexible Packaging Materials
- Labelling & Sleeving
- Liquid Processing & Filling
- Palletising & Depalletising
- Robot Technology
- Secondary Packaging & Machinery
- Supply Chain, Logistics & Traceability
- Tamper Evident Systems & Materials
- Vials, Syringes and Filling Systems



FEATURE LIST 2025



COPY DATES

| | |
|----------|------------|
| JANUARY | 22/01/2025 |
| APRIL | 27/03/2025 |
| MAY | 12/05/2025 |
| AUGUST | 11/08/2025 |
| OCTOBER | 10/10/2025 |
| DECEMBER | 28/11/2025 |

READERSHIP, RATES & FORMATS



RATES

Format

| | | |
|---------------------------|--|---------------|
| Full Page | Trim: 210 x 280mm (+ 3mm bleed for all edges) | £1,025 |
| Junior Page | 131.5 x 187mm (+ 3mm bleed for all edges) | £840 |
| Half Page | Horizontal: 178 x 118mm Vertical: 85.75 x 225mm | £780 |
| Quarter Page | Horizontal: 178 x 54.5mm Vertical: 85.75 x 109mm | £675 |
| CHP Front Cover | Trim: 210 x 280mm Allow 70mm for CHP banner Advert area 210 x 210mm (+ 3mm bleed to left, right and bottom edges) | £1,300 |
| Inside Front Cover | Trim: 210 x 280mm (+ 3mm bleed for all edges) | £1,075 |
| Outside Back Cover | | £1,150 |



Sponsorship Opportunities

Exclusive page sponsorship opportunities to enhance corporate profile – price on application.

Single or Multiple page Advertorial opportunities available by negotiation.

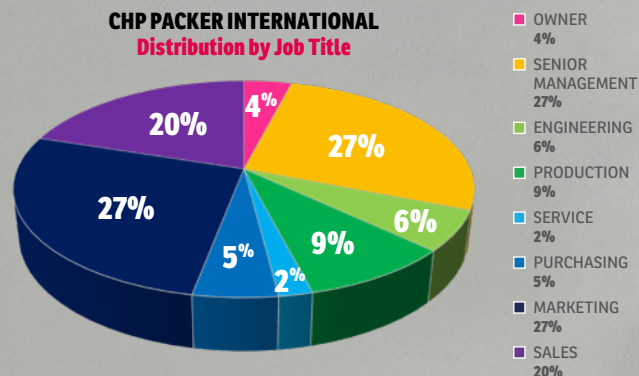


binsted group

+44 (0)1256 263762 info@binstedgroup.com www.binstedgroup.com/chp

ONLINE ADVERTISING AND DIGITAL MAGAZINE ENHANCEMENTS

Digital subscribers receive and read the latest editions first, getting your stories and news to customers quicker.



Online Distribution
5045
(as at 01/11/24)



DIGITAL BANNER SPONSORSHIP OPPORTUNITIES

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link to your website or any other URL. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue allowing greater exposure.

Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. Appearing to the left of the front cover of the digital magazine this is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. This banner can link to any website but is limited to only one advert per email and is only distributed once per issue.

DIMENSIONS AND REQUIREMENTS



TOP BANNER Width: 400-1200px | Height: 60px | Supplied as JPG or PNG
Confirmed website address for linking



INTRODUCTION BANNER

Width: 300px
Height: 250px
Supplied as JPG or PNG
Confirmed website address for linking



EMAIL BANNER

Width: 468px or 600px
Height: 60px or 80px
Supplied as JPG or PNG
Confirmed website address for linking

RATES BY NUMBER OF INSERTS PER YEAR

| Banner Type | 1 | 3 | 6 |
|---------------------|------|------|------|
| Top Banner | £240 | £210 | £195 |
| Introduction Banner | £265 | £235 | £220 |
| Email Banner | £275 | £245 | £230 |

DIGITAL MAGAZINE ENHANCEMENTS

Editorial Video

Attract instant visibility to your story with a video appearing within your story. It's a great way of showcasing your latest news and developments.
Cost: £125 (in addition to photo charge)

Editorial Link

Link your advert directly to your editorial within the digital magazine.
Cost: £45

CONTACT US TO DISCUSS ADDING VIDEO TO YOUR ADVERT.

ADVERT DIMENSIONS AND FORMATS

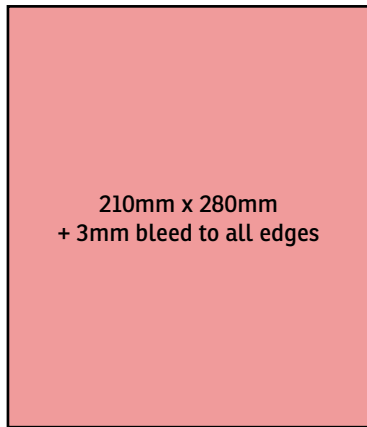
adcopy@binstedgroup.com

CHP PACKER INTERNATIONAL FILE FORMATS

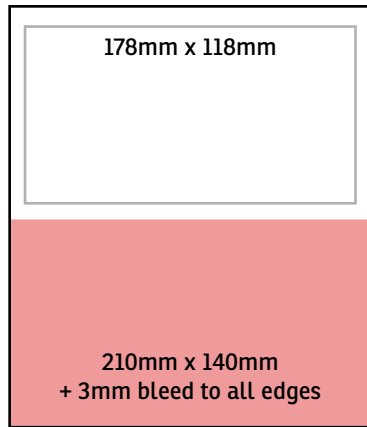
- Adobe PDF (preferred)
- Adobe InDesign
- Adobe Illustrator

Please include all fonts or convert to outlines and ensure all images are high resolution minimum 300dpi in CMYK colour mode. Do not combine or flatten artwork layers.

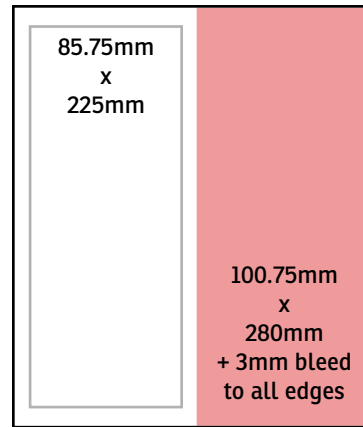
NB All dimensions below are width x height.



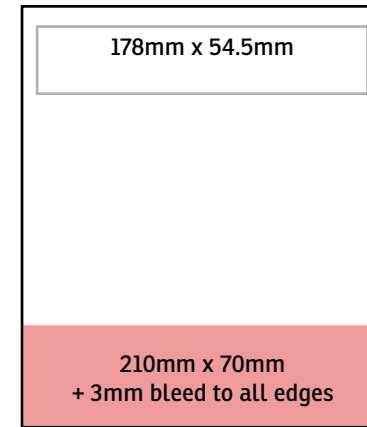
Full Page



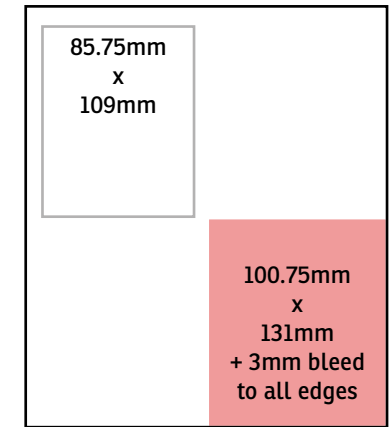
1/2 Page Horizontal (without / with bleed)



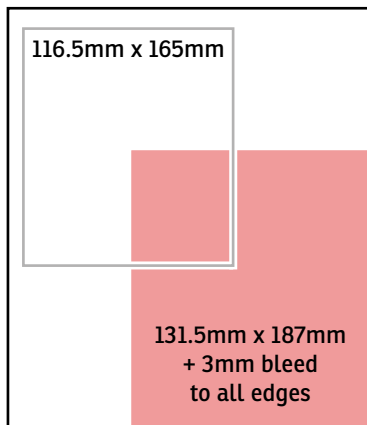
1/2 Page Vertical (without / with bleed)



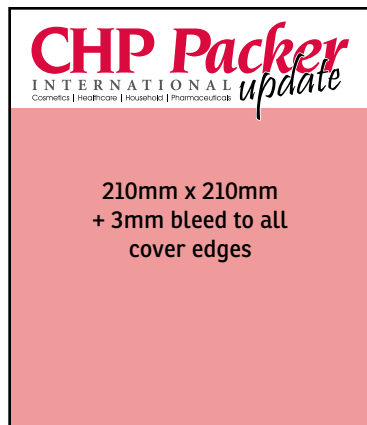
1/4 Page Horizontal (without / with bleed)



1/4 Page Vertical (without / with bleed)



Junior Page (without / with bleed)



CHP Front Cover

IF WE DO NOT RECEIVE YOUR ARTWORK COPY BY THE MAGAZINE PRODUCTION DATE WE RESERVE THE RIGHT TO PUBLISH PREVIOUSLY RECEIVED COPY.

